

Fiverr secrets

How to make money from fiverr

The website Fiverr.com offers an enticing proposition to users: Buy (or sell) any service for \$5 a pop. There's no need to negotiate pricing or to fret too much about hiring the right person for an extended job. If you're a small business with the need to offload some short-term work, such as graphic design or copyediting, you can find a willing worker with a few clicks.

Micha Kaufman, co-founder and chief executive of Fiverr, says simplicity was his original goal when he and his co-founder launched the site in early 2010. "Today, everyone has a talent that someone else needs. [We thought], 'How cool would it be to put these amazing talents together in one place?'" While other freelance marketplaces were more onerous, requiring price negotiation and back-and-forth to define the scope of work, Kaufman says at Fiverr, the initial focus on a single price point (\$5) takes that complexity out of the equation. "Buying shouldn't take more than 20 to 30 seconds," he says.

Kaufman says the sticky price point is good for sellers, too, because it prevents them from being forced to compete with cheaper offers. "They can do five to 10 [gigs] an hour, and it adds up to a nice income," he says.

Today, Fiverr has expanded rapidly, with 1.9 million gigs listed and 4,000 new services, across 120 categories, added each day. Just over half the transactions are between \$10 and \$100 now, thanks to the growth in "premium" gigs, where advanced sellers can augment their services, which can now sell for as much as \$500. "That's how they can achieve financial independence on their own terms," Kaufman says.

[Read: Why You Should Launch a Side-Gig Now.]

It's how Morissa Schwartz, a college student at Drew University who lives in Woodbridge, N.J., started paying for her college-related expenses. She originally joined the site to offer her singing services, but then started noticing requests for copyediting help. As a writer, she figured it would be easy to edit in her free time, so she began offering her proofreading services on Fiverr.

Schwartz now edits 2,500 words for \$5 each when she's not busy with her school work. She charges extra for formatting, editorial critiques and a 24-hour turnaround time. "Self-publishing is so big, so it's a perfect way for [those authors] to get their book edited in a more affordable way, and I get the experience," she says. Schwartz estimates she spends about three to four hours a day editing, and she earned \$7,500 in the past year from her efforts.

Mark Mason, a semi-retired publicist in Chicago, has found similar success by offering business-related services through Fiverr, including writing email auto-responders and marketing materials. "Fiverr for me was a fresh new marketplace that was bringing in buyers," he says. He quickly started earning \$150 to \$300 a day by working around three to four hours. That income allowed him to buy a new home in Indiana.

"It fits my semi-retired life and keeps my skills sharp," Mason says. He also enjoys interacting with the Fiverr community, which helped him earn his status as a top-rated seller.

[Read: [The Future of Freelancing.](#)]

Mason recommends newbie sellers start with \$5 gigs to test the market, and then slowly build up steam – and ratchet up their pricing – as they build their reputation on the site. Sellers who are starting out must be on the site for 30 days and successfully complete 10 orders before getting "promoted" to level one, which allows them to start offering gigs for more than \$5. (Sellers join the site for free, and they keep \$4 out of every \$5 gig they sell. If buyers aren't satisfied with their purchase, then they can visit the Fiverr "resolution center" to get help working out a solution with the seller, or to reject the work and not pay for it.)

Secrets a Fiverr

5 Secrets to Becoming a Fiverr Top Seller

As promised, here's my *Five Secret Tips* I used to get myself to being a TOP Seller on Fiverr.

Tony Robbins, famous life coach says "Success and failure leave clues. Do what other successful people are doing and you too, will achieve the same, if not even GREATER success than they did."

That being said, here's my 5-secrets to how I became a Top Seller

Step #1.

Don't be rude to sellers who might have ignored your instructions

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This one can be a bit aggravating. A buyer orders your base Gig for \$5 and they really need to order the \$5 base gig PLUS your \$20 extra for a total of \$25. You gently remind them of that and you wait for an answer. And you wait a few more days. Then it's day 5 -- the day before you have to deliver your gig, and you finally get a message, "Hey, how's my gig coming?"

Don't get angry. Don't get depressed. Don't lash out and be rude. This is NOT what you do under any circumstances.

Be kind and courteous and remind the customer they ordered the \$5 gig from you and they simply missed the Extra. Getting the Buyer to say YES to your Extra is surprisingly easy, once you understand the science of how the human brain is wired. Because we're all wired to say: YES. Here is what you write to them so it get them to BUY the Extra.

"Hello (buyer handle here)

Thanks for responding. I'm pretty sure you wanted the extra service and I'm happy to do that for you. Most customers are ordering my base gig for \$5 with my ULTRA package for the (1) \$20 extra. It's my most popular gig, and the one that generates the most results for my Buyers, too. If you'll please order that today, I can most likely deliver this one tonight or tomorrow."

This is the language that sells them on the bigger \$20 extra you might have. Trust me, it works like a charm.

Step #2.

Getting GREAT feedback from buyers.

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Incentivize your buyers to give you great feedback when you deliver your work. Offer them a 30-day round trip FREE tweak to their website, graphics or good marketing advice when you deliver the work. In my case, I told the Buyers to let me know if their creative copy writing needs a free tweak. 97% of them love it just as it was delivered. But they remember the offer I gave them. Free tweak or a free edit 30 days from now.

It generates GREAT results on feedback. and if you still don't get a glowing testimonial, and they just say: Order Completed with NO feedback, it's no big deal.

You still click the positive feedback button and say positive things like "Wow, thanks for the work. I appreciate the gig. Happy to work for you again."

New Buyers will be scanning your work, and if they just see row after row of Order Completed, Order Completed... it's not going to do much for you to getting a Gig. So be positive and say nice things about the past Gigs regardless if you get feedback or not.

Step #3. Dealing with Negative Feedback.

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Once again, do not get negative and post a crappy remark on the job with a thumbs down aimed at your Buyer. Message the Buyer and politely suggest you mutually cancel the job and do a refund with a promise the Buyer removes the negative remark. Or, be pragmatic and ask them if you might have mis-understood the task and you'd be happy to do it over again. Once again, negotiate the removal of the bad mark in exchange for the more polished work you deliver them.

Keeping a high score of 97% - 100% goes a long way with Buyers when they go hunting for sellers.

Step #4.

Understand that Buyers Judge a Book by it's Cover

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It's not fair, but this is how life is. The pretty shiny things get clicks. The dull and boring looking Gigs will simply get ignored. If your gig looks plain vanilla, then don't expect a lot of Buyers knocking on your door.

If your graphics skills are not so hot, then find a Fiverr freelancer that has killer graphics. You'd be shocked to learn just how many Fiverr's I wrote their gigs for. They were good in graphics, but their copy writing skills were not so hot. If this sounds like you... then find someone who does great videos, great graphics or killer copy so they can help make your gig shine and stand out from the pack.

Step #5.

Ask the Fiverr Editors for help

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The good book has said, "You have not, because you ask not. Ask and it shall be given unto thee." Which simply means "speak up," and ask once in a while. I asked Fiverr for a boost in my visibility and I got it. Gee, that wasn't so hard.

Now, I asked to be promoted to TOP Seller and this is not what happened, of course. I asked for a boost in visibility, so when people went searching for Writers --> Copy Writing. My gig showed up a little higher on the first page. That tiny boost in my gig visibility is what helped me earn over \$1,000 in December. I needed Christmas Cash so I asked for help from Fiverr and I got it.

Question about Fiverr

How does this method differ from your other products?

It involves hosting a gig on Fiverr selling a single product with upsells (gig extras) and selling externally to Fiverr.

Is the method suitable for newbies?

Yes, the Fiverr hosting method it's ideal for newbies

What form of method is it?

Arbitrage and Fiverr hosting.

Can this be set up as a full time business?

Yes. I'd encourage you to do exactly that. It also can serve as a worthy "tag on" to many businesses.

How do you make such money selling at \$5 a pop?

Upsells (gigs extras), magnitude of demand on Fiverr for the current trend and selling for a lot more outside of Fiverr.

What do I require?

A Fiverr account to host gigs.

Do I need a Website?

No.

How long to get up and running?

If you have hosting you can be up and running ready to run a profitable business within 5 minutes.

What sites are used?

Fiverr.com and two other undisclosed source sites.

What is the product?

The product is an integral part of the method and will not be revealed.
(Please respect this by refraining from play guessing games).

How long before I can start seeing money?

I witnessed my first sale within an hour and 15 mins.

How long does it take to deliver the product?

2 minutes.

What is the price of the product I sell?

\$5 - \$47+.

Is the method suitable for a person who lives in X country?

The method is suitable worldwide.

How am I paid?

PayPal through Fiverr. Other payment providers can be used for the external method.

What initial investment is required?

None.

Can I raise X amount in X time!?"

You can raise whatever you wish if you put in the effort.

Is this related / similar to past method of yours?

It's a brand new business model.

Any Guarantees?

No. I provide the tools. You put in the effort and guarantee to yourself you'll make it work much like a new shop owner. *You* are responsible for both your midset and action. It's a very effective business *you have to run* to see results

AN INTERVIEW WITH MICHA KAUFMAN

Five dollars goes a long way. We recently had the opportunity to interview Micha Kaufman, co-founder and CEO of Fivver.com, a site that enables people sell things to one another for \$5.

Although we don't like the fact that Fiverr allows members to sell fake testimonials and reviews, we can't deny that the site has a lot of good things going for it. Read the whole interview to see what the founders of Fiverr have accomplished in little more than a year.

SINCE FIVERR IS ABOUT A YEAR OLD, MAYBE YOU CAN TALK A LITTLE BIT ABOUT THE GROWTH THAT YOU'VE EXPERIENCED IN THE FIRST YEAR.

This has been a truly amazing year. Fiverr has become a go-to place for people to monetize their skills, big or small. You know, we're living in a new world where 9 to 5 isn't the obvious career choice for everyone. People are working multiple jobs, working as contractors, consultants, work remotely, use outsourcing often, etc, and – we understood that. We realized that before Fiverr, there wasn't a place for people who don't necessarily see themselves as professional freelancers to make money off their skills. And I'm very proud to say that during this year we have created jobs for unemployed people. We've helped underpaid people to make additional income. Helped students pay their student loans. Helped people put aside enough money to go on several vacations they always dreamed of. The stories that our users send us are really inspirational.

COULD YOU GIVE ME A SENSE OF YOUR AUDIENCE – HOW MANY TRANSACTIONS ARE TAKING PLACE ON FIVERR.COM, HOW MANY USERS DO YOU HAVE, HOW MANY ACCOUNTS?

We don't talk about numbers, but just in a general sense, I can tell you that – since our launch, we have been growing double-digits each month. And at this point, we are processing about 1,000 new services – a thousand new gigs – per day.

WHAT DO YOU THINK MAKES FIVERR SUCH A UNIQUE MARKETPLACE?

It's probably really a combination of things. The most obvious of them is that it is dead simple to use. It takes about two minutes to sign in and set up your service and become a seller. And it takes about 30 seconds to buy something. There's no bidding involved, and it's – it really caters to the need of today's economy. And best of all, it's fun. It's social, and it's very, very addictive.

[Social Meteor] Yeah, you know – I set a budget of \$20 for reviewing Fiverr and probably within about four days I had already doubled that. And I think that – some of that has to do with five bucks is a small price to pay, and just the creativity that some people use when they're – when they're posting stuff, I'm as curious about what they deliver sometimes as those things that I think I actually need.

SO WHAT ARE SOME OF THE STRANGEST, FUNNIEST THINGS THAT YOU'VE WITNESSED IN TERMS OF THE TYPES OF THINGS PEOPLE ARE POSTING ON FIVERR?

Oh, god, I mean the list is endless right now. I came across a number of funny stuff lately. People that will drop anything for you from forty foot lift and video it for you. People that will dance for you in banana costume. People that offer to remove black magic evil eye and protect you from evil. As far as your imagination goes.

I'VE HEARD THAT THERE ARE FULL-TIME FIVERRS. YOU MENTIONED THAT. WHAT DO YOU THINK THE POTENTIAL IS, FOR INCOME, THAT YOU'VE SEEN WITH PEOPLE WHO ARE SERIOUS FULL-TIME FIVERRS?

Alright, so – again, without going into specific numbers – I can confirm that our – that there are sellers that are making thousands of dollars each month on Fiverr. So there are sellers that are full-time Fiverrers.

If you take yourself serious, you have a very, very good chance on – to sell on Fiverr and once orders roll in, you'll see it grow following that. So, and – I think the same goes for buyers. If you order once there's a very good chance that you will order again. The experience is fun and you get to meet cool people. I mean, you typically get awesome results for your money. Think of it like this – if you go to a store where everything is for five dollars, you probably won't come in just to buy one thing, right? We're seeing a clear trend in multiple orders made by new buyers.

Let's take an example: Imagine you come in to find a new logo for your blog. I'm sure you can order one and hope for a good match. Or you can order ten, which is still just fifty bucks, right? And pick the one you like most. You get the idea.

WHAT DO YOU THINK THE SUCCESS FORMULA IS FOR SOMEONE WHO IS NEW TO FIVERR AND WANTS TO BE SUCCESSFUL? WHAT ARE THE CHARACTERISTICS OF A GREAT FIVERR LISTING?

I would say that the most obvious one is – putting some effort into creating a service, whether it is doing some research on Fiverr to see what's already out there, see if you can maybe offer a different service or the same service but from a different angle with something special into it and we're seeing that people that are putting some effort in bringing some traffic from their social networks to start, their first sales are starting to do very well, and then from then just pick up.

I HAVE TWO DAUGHTERS, AND THEY'RE AGED 11 AND 13. AND THEY'RE CONVINCED THAT THEY CAN GET A BETTER SOURCE OF INCOME FROM FIVERR THAN THEY CAN FROM THEIR ALLOWANCE. WHAT DO YOU THINK FIVERR CAN TEACH YOUNG PARTICIPANTS ABOUT BEING AN ENTREPRENEUR?

First of all, I think your daughters are right, obviously. We have been seeing a growing trend of kids that work with their parents on some very cool gigs. And, being a father myself, I know that the experience of having someone you don't know pay for something you do is a life changing even for adults. Not to mention the value of it for kids. I think it gives them a very – a great sense of accomplishment. And at the same time they learn what it takes to make a buck, which is also a very good lesson in life.

WHAT ARE SOME OF THE THINGS THAT YOU'VE PURCHASED ON FIVERR RECENTLY?

Oh, god, I'm buying – I'm buying like crazy. There's so many cool stuff. Some of my recent purchases – well, I bought a funny snowboard hat that someone made for me. I'm buying tons of stuff for Fiverr. Videos for Fiverr, things for our blog. Presents for my family, friends. Drawings, birthday greetings, stickers, buttons, you name it, I'm buying each day a couple of stuff.

HOW IMPORTANT HAS WORD OF MOUTH MARKETING AND SOCIAL MEDIA BEEN TO THE SUCCESS THAT YOU'VE SEEN AT FIVERR?

Well, obviously, it has been contributing a lot – Fiverr didn't launch with a huge marketing budget but instead we had a clear vision of organic, viral growth and that is

exactly what happened. Ordinary people, like you and I, just saw the service, used it, and dug it instantly, and from there just spread the word all over.

So, we have been seeing the impact that it has on Fiverr and we're seeing the same for other businesses that are using Fiverr to their benefit.

ARE THERE ANY FIVERR GIGS THAT GET REJECTED OR THAT JUST REALLY AREN'T APPROPRIATE FOR THE MARKETPLACE, OR YOU'RE TRYING TO CREATE A CERTAIN VIBE?

Well, sure, we do reject gigs sometimes. If we come across or if we get a report from a user of a service or a seller, for that matter, that posts something that is against our terms of service or is simply improper or in bad taste, we just delete it.

THERE IS SOME STUFF THAT CONCERNS ME. FOLKS, FOR FIVE BUCKS, WILL GIVE A GLOWING TESTIMONIAL VIDEO. AND YOU KNOW – AS SOMEONE WHO WORKS IN SOCIAL MEDIA, THAT HITS CLOSE TO HOME.

Well, you know – sometimes I think that it is not really that different from commercials where an actor, often looking like an average Joe, recommends something to you, right? And also, sometimes it's not really that different than asking your friends in your social networks to come and vote for you as a favor. But I agree that it's a tricky subject and I'm aware of it and I think – usually people that use it in a tasteless way, it doesn't create value anyway.

[Social Meteor] And I have to say that there are folks who kind of take that and put a really nice spin on it. One of the Fiverrers I bought was someone who just, for a month or ten days, would just come and read your blog and give you honest feedback. And I thought that's a pretty valuable tool for five bucks.

WE'VE TALKED ABOUT ENTREPRENEURS – ARE THERE WAYS THAT YOU'RE SEEING TRADITIONAL BUSINESSES START TO LEVERAGE FIVERR OR KIND OF MORE BRICK AND MORTAR BUSINESSES?

Oh, no doubt. I mean – Fiverr offers some amazing opportunities for business that before Fiverr never existed or at least not in one place and not at an affordable price. From graphic design to social to social advertising to SEO – writing business material,

press releases. People, we're seeing that people can actually kick off a business just from using Fiverr. And we've saw some businesses do exactly that. So, definitely.

WHAT'S NEXT FOR FIVERR? I MEAN, ARE THERE SOME FEATURES AND SOME THINGS THAT, BASED ON A YEAR OF A MARKETPLACE BEING ACTIVE, THAT PEOPLE ARE ASKING FOR OR THAT YOU'RE EXCITED ABOUT ROLLING OUT SOON?

From our perspective, Fiverr has just started. Our focus in the first year was to validate the concept and scale up the service to a significant size. And we're now entering what we call the second phase of the product and we're about to introduce some amazing new features that will service providers to grow their business and, again, from – for all these reasons, we can't really go into details.

But it's going to be a very, very interesting year for Fiverr and for this market and we're sure that there's really a tremendous room to grow this business and that Fiverr will continue to lead it.

IS THERE ANYTHING ELSE YOU'D LIKE TO SHARE ABOUT FIVERR AND ITS USERS?

Well, as I said, I mean, we're getting some amazing stories of people that actually – people in between jobs that were kind of worried about how to pay the monthly bills and stumbled and found Fiverr by, just by accident, and made enough money to do that and be back on their feet. We're seeing great stories and we're seeing a growing number of people that are actually using Fiverr as their full-time job, working under their conditions, on their time, from wherever they want, and this is exactly what we're here for. And so – the idea is pretty simple. It's really easy to use. And I really – I encourage your listeners and viewers to come in and try it. It's really a great experience.